



Alzheimer's Society blog: Guidance for blog submissions

Writing and sharing a story about how you or a loved one has been affected by dementia can offer some relief for both writer and reader.

Alzheimer's Society welcomes Your story submissions from anyone who wants to write about life with dementia or how they've united against dementia.

Although we read and appreciate every contribution, unfortunately we're not able to publish them all.

If you'd like to share your story, please read our blog guide below. For any questions, please contact our Blog team on blog@alzheimers.org.uk.

Read our other Your story submissions on the [Alzheimer's Society blog](#).

Writing your blog

Everybody's experience of dementia is different, therefore everybody's story will be different. We want you to describe your own personal experience however you'd like to – there's no right or wrong way. Here are a couple of tips to help:

- **Be yourself:** Don't feel like you need to be a 'writer' – just be you!
- **Make it easy to read:** Use short words, sentences and paragraphs if you can
- **Length:** Keep your blog between 400-700 words
- **Opening line:** Think about your first line and how you can grab the reader's interest

If you'd like to discuss your idea before writing it, please contact our Blog team at blog@alzheimers.org.uk

Please note that we're unable to share any blogs that promote commercial products, services or companies. Any dementia advice or information will also be removed if it conflicts with the information on our website.

Images

Images can help bring a blog to life and we'd recommend attaching 1-2 images when you submit your blog. These can be old pictures or from present day.

The images should be good quality and in focus – it's preferable to use landscape. Make sure they measure over 700px wide.

Please also provide a caption if there are more than one person in the image.



Submitting your blog

Please email your finished story and images to blog@alzheimers.org.uk, along with a few details about yourself that you are happy to be published. You don't need to use your name if you don't want to, so please let us know if you'd like to be anonymous.

We usually reply within 1 week to let you know if we're able to use your blog. Please note that it may be longer when it's extra busy.

We may decide to tweak the blog slightly – for example, we might add headings or restructure some of the paragraphs. Usually we leave the copy as it is. If we do make any changes, we'll be sure to let you know before we publish it.

Publishing your blog

As we plan our blog content in advance, it may take a while for your story to be published. We'll send you an email 2 days before it's due to go live, unless we've discussed a different date with you.

Once it's been published, you'll be able to view, comment and share it on here:
blog.alzheimers.org.uk

Our Social Media team may decide to share it on our official social media accounts.

Next steps

And that's it! If you have any questions about the above, please email
blog@alzheimers.org.uk